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221306Z Dec 05

UNCLAS SECTION 01 OF 02 ANKARA 007519

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STATE FOR ECA - ASSISTANT SECRETARY DINA POWELL

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SUBJECT: REINVIGORATING PUBLIC DIPLOMACY CULTURAL AND SPORTS PROGRAMS

REF: SECSTATE 222516

1. CULTURAL AND SPORTS PROGRAMS HAVE A SPECIAL PLACE IN PUBLIC DIPLOMACY OUTREACH. IN ADDITION TO THEIR INTRINSIC VALUE, THEY GENERATE MANY OPPORTUNITIES FOR POST TO PARTNER WITH A VARIETY OF ORGANIZATIONS AND ENGAGE BROAD AND NON-TRADITIONAL AUDIENCES. SUCH PROGRAMMING ADDRESSES POST'S MPP OBJECTIVES BY OPENING COMMUNICATION AND EXCHANGE ACROSS A BROAD SPECTRUM OF TURKISH SOCIETY. CULTURAL AND SPORTS PROGRAMS MAKE IT POSSIBLE FOR AUDIENCES TO INTERACT WITH AMERICANS IN NEUTRAL SETTINGS WHERE THE FOCUS IS ON PEOPLE-TO-PEOPLE CONTACT. THEY PUT A FACE ON AMERICA AND BUILD TRUST ON A PERSONAL BASIS. POST WELCOMES THE PROSPECT OF REINVIGORATED PROGRAMMING IN THESE AREAS.

2. RESPONSES TO QUESTIONS:

A. ALL MISSION OBJECTIVES CAN DERIVE BENEFIT FROM CULTURAL AND SPORTS PROGRAMMING. FOR EXAMPLE, DESPITE NEGATIVE TURKISH PUBLIC OPINION OF U.S. POLICIES IN IRAQ AND THE REGION IN SUMMER OF 2004, TWO ECA CULTURE CONNECT BASKETBALL ENVOYS CREATED A SENSATION IN SOUTHEASTERN AND CENTRAL ANATOLIA WITH A PROGRAM THAT RAN THE GAMUT IN ENGAGING THE ENTIRE COMMUNITY. THE GEORGETOWN UNIVERSITY BASKETBALL PLAYERS' PROGRAM IN GAZIANTEP AND KAYSERI WAS ORGANIZED THROUGH THE TURKISH SPORTS DIRECTORATE'S NATIONAL "TWELVE GIANT MEN" SUMMER BASKETBALL CAMP PROGRAM WITH THE SUPPORT OF LOCAL CHAMBERS OF COMMERCE AND INDUSTRY AND MUNICIPALITIES. NOT ONLY DID THE ENVOYS WORK WITH HUNDREDS OF CHILDREN AND SCORES OF COACHES AND COACHES-IN-TRAINING, NOTABLES IN BOTH CITIES WERE EAGER TO BE IN THE PICTURE, LITERALLY. THE ENVOYS WERE HOSTED BY MAYORS, GOVERNORS, LOCAL COUNCIL MEMBERS, AND BUSINESS LEADERS AND LIONIZED BY THE LOCAL PRESS, WHICH FOLLOWED THEM EVERYWHERE AND GAVE THEM EXTENSIVE AND EXUBERANTLY POSITIVE COVERAGE IN ALL MEDIA. THEIR MESSAGE, "BASKETBALL IS AN INTERNATIONAL LANGUAGE," PROVED TO BE ENTIRELY ACCURATE. FOR POST, THE PROGRAM PROVIDED ACCESS AT ALL LEVELS IN THESE IMPORTANT COMMERCIAL CITIES THROUGH THE EXTENSION OF A WELCOMING HAND BY KEY PLAYERS IN POLITICAL, ECONOMIC, COMMERCIAL, AND ACADEMIC CIRCLES THAT HELPED BUILD A FOUNDATION FOR LONG-TERM FUTURE CONTACT.

B. POST HAS ORGANIZED A VARIETY OF CULTURAL PROGRAMS -- IN FILM AND VIDEO, VISUAL ARTS (PAINTING AND PHOTO EXHIBITIONS AND INSTALLATIONS), AND PERFORMING ARTS (MUSIC, DANCE). WE HAVE FOUND THAT THE EFFICACY AND APPEAL OF A PROGRAM IN ANY MEDIUM IS TIED TO ITS QUALITY, EFFECTIVENESS OF LOCAL CO-SPONSORS, TIMING OF THE EVENT, AND THE EXTENT TO WHICH AUDIENCES ARE ALSO PARTICIPANTS. A RECENT CULTURAL EVENT THAT STILL RESONATES WITH AUDIENCES IN ANKARA WAS THE APPEARANCE OF THE BOYS CHOIR OF HARLEM IN THE ANNUAL ANKARA INTERNATIONAL MUSIC FESTIVAL IN APRIL 2005. THIS PROGRAM HAD APPEAL ON EVERY LEVEL: THE EXCEPTIONAL QUALITY OF THE MUSIC, THE INSPIRING PERSONAL STORIES OF THE CHOIR MEMBERS, AND THE FAMILY-ORIENTED CHARACTER OF THE EVENT, WHICH IS A STRONG DRAW IN TURKEY. FOR TURKISH AUDIENCES IT WAS A HEARTWARMING OCCASION, EVIDENT IN THE HUGE OUTPOURING FROM THE PRESS THAT DESCRIBED THE PERFORMANCES IN SUPERLATIVES.

CULTURAL PROGRAMMING CAN AND SHOULD BE PARTICIPATORY WHENEVER POSSIBLE. THE ISTANBUL CONSULATE SPONSORED A U.S. GLASS ARTIST WHO WORKED WITH LOCAL FOUNDATIONS IN ISTANBUL THAT PROMOTE ART FOR CHILDREN TO CREATE A LARGE MURAL AT A BUSY ISTANBUL METRO EXIT WITH THE ACTIVE PARTICIPATION OF A GROUP OF UNDERPRIVILEGED SCHOOLCHILDREN. ECA SUPPORT TO THE NINTH ISTANBUL BIENNIAL IN SEPTEMBER 2005 SPECIFICALLY INCLUDED PUBLIC EDUCATION AND OUTREACH ACTIVITIES FOR YOUNG PEOPLE IN THE EASTERN ANATOLIAN CITY OF DIYARBAKIR. MASTER CLASSES AND CLINICS FOR STUDENTS ARE AN ESSENTIAL PART OF ANY PERFORMING ARTS PROGRAM. THE 2004 JAZZ AMBASSADORS, INVITED BACK TO TURKEY FOR THE 2005 ANKARA INTERNATIONAL JAZZ FESTIVAL IN NOVEMBER, GAVE MASTERCLASSES FOR ENTHUSIASTIC STUDENTS IN CLASSICAL CONSERVATORIES IN THREE CITIES, AS WELL AS ONSTAGE CLINICS FOR YOUNG MUSICIANS. THESE WERE LIFE-CHANGING SESSIONS. ONE YOUNG DRUMMER EVEN BROUGHT HIS FATHER TO THE MASTER CLASS.

POST HAS HOSTED EXHIBITIONS AS DIFFERENT AS "CITY: PHOTOGRAPHS FROM CHICAGO" TO ONE ON RELIGIOUS DIVERSITY IN TURKEY. A POPULAR POST-DEVELOPED PHOTO EXHIBITION ON TURKISH-

AMERICAN FRIENDSHIP HAS BEEN TOURING THE COUNTRY SINCE APRIL 2005. MORE THAN 5,000 VIEWED IT IN BEYPAZARI, A MARKET TOWN NEAR ANKARA WHOSE MAYOR WAS A PARTICIPANT IN THE INTERNATIONAL VISITOR LEADERSHIP PROGRAM. A LARGE PART OF ITS APPEAL IS THE WELL-KNOWN PEOPLE AND EVENTS SHOWN IN THE PHOTOGRAPHS. FILM AND VIDEO HAVE BEEN EFFECTIVELY PROGRAMMED IN ANNUAL FILM FESTIVALS AND ALSO IN SCREENINGS AT THE RESIDENCE.

1C. IN TURKEY, TIMING IS ALWAYS AN IMPORTANT CONSIDERATION IN SUCCESSFUL CULTURAL AND SPORTS PROGRAMMING. SENSITIVITY TO THE CYCLES OF TURKISH SOCIETY IS CRITICAL, AS PROGRAMMING OPPORTUNITIES CAN BE LIMITED DURING NATIONAL, SCHOOL AND RELIGIOUS HOLIDAYS WHEN TARGETED AUDIENCES MAY NOT BE AVAILABLE. LOCAL SPONSORSHIP IS ANOTHER IMPORTANT ELEMENT BECAUSE IT FOSTERS RELATIONSHIPS AND PARTNERSHIPS BETWEEN U.S. ARTISTS AND TURKISH ENTITIES, SUCH AS UNIVERSITIES AND CONSERVATORIES OR NOT-FOR-PROFIT FOUNDATIONS OR CULTURAL ORGANIZATIONS. THE ANKARA JAZZ SOCIETY, FOR EXAMPLE, DONATED THE PROCEEDS OF THE 2005 ANKARA JAZZ FESTIVAL U.S. JAZZ AMBASSADORS CONCERT TO THE PRESERVATION HALL NEW ORLEANS MUSICIANS HURRICANE RELIEF FUND BECAUSE THEY FELT A STRONG BOND WITH AMERICAN JAZZ MUSICIANS AND WANTED TO HELP DURING A TIME OF CRISIS.

TURKISH AUDIENCES ARE GENERALLY RESPONSIVE TO ALL FORMS OF AMERICAN CULTURAL PROGRAMMING. THEY ARE USUALLY CULTURALLY SOPHISTICATED, EVEN IN NON-URBAN AREAS, SO QUALITY IS OF THE UTMOST IMPORTANCE. MUSIC, INCLUDING JAZZ, IS POPULAR ACROSS THE AGE RANGE. SPORTS ARE ENJOYED BY ALL SEGMENTS OF SOCIETY. AMERICAN BASKETBALL AND FOOTBALL ARE SO POPULAR THAT NBA AND NFL TV PROGRAMMING IS AVAILABLE VIA CABLE. THERE IS A TURKISH NATIONAL BASKETBALL LEAGUE (MEN'S AND WOMEN'S BASKETBALL) AND A NATIONAL NETWORK OF SECONDARY SCHOOLS AND UNIVERSITY BASKETBALL TEAMS. MANY UNIVERSITIES FIELD AMERICAN FOOTBALL TEAMS. THE PRE-OLYMPIC UNIVERSITY WORLD GAMES SPORTS COMPETITIONS WERE HELD IN IZMIR IN AUGUST 2005, AND TURKEY PARTICIPATES AVIDLY IN WORLDWIDE SPORTS EVENTS.

FUNDING CAN BE A CONSTRAINT. FOR EXAMPLE, THE TOTAL COST OF THE HARLEM BOYS CHOIR TWO-CONCERT APPEARANCE IN TURKEY EXCEEDED \$100,000. EVEN WHEN PERFORMANCE FEES ARE REASONABLE AND NEGOTIABLE, THEY ARE A MAJOR CONSIDERATION. INTERNAL STAFFING CAN ALSO BE A CONSTRAINT. THE BOYS CHOIR COMPRISED FIFTY YOUNG PERFORMERS AND REQUIRED MONTHS OF PREPARATION.

1D. POST TRIES TO OVERCOME FUNDING AND STAFFING CONSTRAINTS BY SEEKING TO PLACE LARGE-SCALE U.S. PERFORMING ARTS GROUPS IN FESTIVALS, WHICH TAKE CARE OF VENUE, PUBLICITY, TECHNICAL REQUIREMENTS AND MANY OF THE LOGISTICAL ARRANGEMENTS FOR A PERFORMANCE. FESTIVALS PERMIT COST-SHARING AND COMBINATIONS OF RESOURCES FROM DIFFERENT SOURCES. FUNDING FOR THE HARLEM BOYS CHOIR, FOR EXAMPLE, CAME FROM POST FUNDS, BOEING, TURKISH AIRLINES, AND THE SEVDA/CENAP AND MUSIC FOUNDATION. POST ANTICIPATES A SIMILAR ARRANGEMENT FOR THE NATIVE AMERICAN MUSIC AND DANCE ENSEMBLE THAT WILL PARTICIPATE IN THE 2006 ANKARA INTERNATIONAL MUSIC FESTIVAL IN APRIL. WE HAVE FOUND THAT FESTIVALS AS WELL AS LOCAL CO-SPONSORS SUCH AS MUNICIPALITIES, CHAMBERS OF COMMERCE AND UNIVERSITIES WELCOME AND EVEN SEEK CO-SPONSORSHIP OF CULTURAL PROGRAMS WITH THE EMBASSY. POST HAS FOUR AMERICAN CORNERS, THREE IN CHAMBERS OF COMMERCE/INDUSTRY AND ONE IN A UNIVERSITY, THAT HELP MAXIMIZE LOCAL CO-SPONSORSHIP IN THEIR RESPECTIVE CITIES. ONE CONCERT IN THE 2006 AMERICAN MUSIC ABROAD TOUR WILL BE CO-SPONSORED BY THE NEW IZMIR AMERICAN CORNER.

WE ALSO STRETCH OUR CULTURAL PROGRAMMING BUDGET BY BECOMING A CO-SPONSOR FOR INDEPENDENT PROGRAMS ARRANGED THROUGH A UNIVERSITY OR AN NGO THAT FEATURE AN AMERICAN ARTIST OR AN AMERICAN COMPONENT. FOR EXAMPLE, POST PROVIDES ASSISTANCE OR FUNDING FOR AN ANNUAL WOMEN'S FILM FESTIVAL ORGANIZED BY A WOMEN'S NGO UMBRELLA GROUP IN ANKARA. IN 2004, POST HELPED LOCATE AND BRING THREE CLASSIC KATHARINE HEPBURN FILMS FOR THE FESTIVAL TO COMMEMORATE HER RECENT PASSING. THIS YEAR'S FESTIVAL WILL HONOR ANNE BANCROFT WITH A SCREENING OF "THE GRADUATE."

13. CULTURAL AND SPORTS PROGRAMS SUSTAIN CONNECTIONS AND COMMUNICATIONS OVER THE LONG-TERM. THEY OPEN A WINDOW ON AMERICAN SOCIETY AND VALUES AND, MOST IMPORTANTLY, SHOW THE WORLD WHO AMERICANS ARE AND WHAT WE CARE ABOUT. WE LOOK FORWARD TO WORKING WITH ECA IN EXTENDING OUR CULTURAL DIPLOMACY PROGRAMMING.

WILSON